

EventSpot *Coolness*

Inspirational Examples from
Customers Doing It Right.



EventSpot
from Constant Contact®

Hey there,

Events: they're fun, they're exciting, they're what brings your customers, clients, and members to your door, and hopefully with their wallets open.

Here are a bunch of small businesses and organizations that have really rocked the house and their bottom line with their events (and with a bit of help from Event Spot from Constant Contact). They share how they did it, and the payoff for them. There's real inspiration on every page.

But, if you've got a lot of demands on your time, we've arranged this e-book in categories so you can find the information you're most interested in quickly and get back fast to planning an event your attendees will be raving about for a long time to come.

Thanks for downloading this e-book. If you've had success with EventSpot in planning your events, we'd love to feature you in a future edition. Just email us at coolevents@constantcontact.com!

All the best,



Chris Litster, Vice President and General Manager, EventSpot

Editor's Note



Join the conversation!



Wanna eyeball the talent? Just click on a name. It's a blast.

Small Businesses

B2B/Consulting Services

LOGO Dynamics
Storywalkers

Franchises

Clay for Kids

Manufacturing

Western Energy Control Solutions

Solution Providers/ Constant Contact Partners

Pinot Boutique/Baskelas
LOGO Dynamics

Specialty Retail

Pinot Boutique/Baskelas
 Wild Rumpus Books

Yoga/Health

Akasha Yoga Center

Nonprofits


Arts groups

Monkey House Concerts
 Providence Music Academy
Splash Festivals

Community groups

High Point Swim Club
Safety Center, Inc.
Wellesley Educational Foundation
 Winter Park Harvest Festival

Education

Providence Music Academy
The Rock School
Safety Center, Inc.
 Wellesley Educational Foundation

Enthusiast groups

Ferrari Club of America

Faith-based

The Rock School

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Akasha Yoga Center

Crystal Lake, Illinois

www.akashayogacenter.com

- 🎵 Yoga studio started about six years ago as a way to help people de-stress and live joyfully.
- 🎵 18 yoga classes each week, even vegetarian cooking classes and a movie night.
- 🎵 Some difficulty taking the project online, so ease of use was huge.
- 🎵 Really beautiful event web pages.

The payoff:

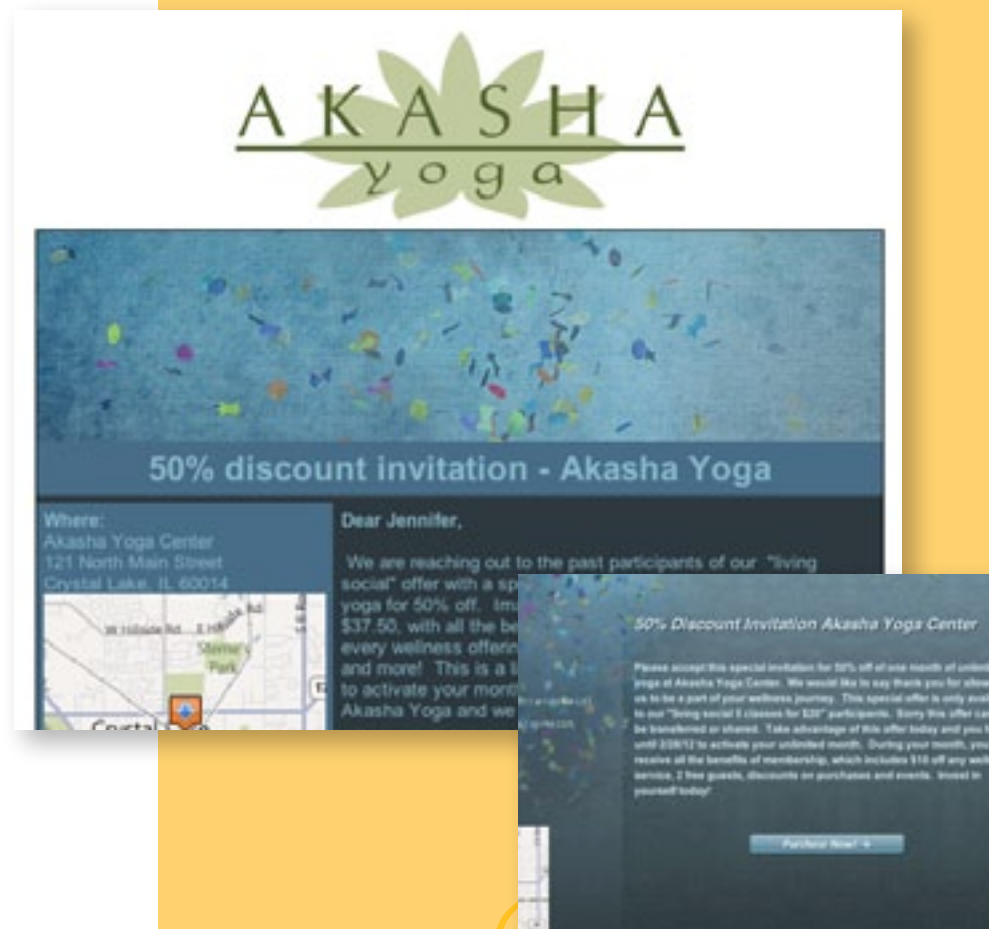
"We have people registering online now that they know they can do it."

—Rachel Wolfe, events manager

Success secret:

"It's about building an entire online presence. You can't just plop a page out there and expect people to feel comfortable putting their name and email on it unless they feel like they're interacting with a person."

—Rachel Wolfe, events manager



"It's a whole new world now."

— Jennifer Ewert, director

Clay for Kids

Calgary, Canada

www.clayforkids.com/

- 🎵 Pottery-making program for kids founded in 1981, with three locations.
- 🎵 Target clients are schools, guide & scout troops, birthday parties, special occasions, day camps, and as a professional development activity for teachers.
- 🎵 Uses EventSpot to organize Parents' Night, Christmas celebrations, spring parties, and other festivities.

Success secret:

Using EventSpot's map feature, helps students and parents find the studios.



"We can send out pictures of our projects to our clients so teachers can see them. We use the events to invite our instructors and teachers to meetings. It's all very intimate and playful, with fabulous graphics and seasonal backgrounds."

— Maureen Dennis, founder

Ferrari Club of America— Desert Region

Arizona

www.ferrariaz.com/events.php

- 🎵 Nonprofit with partnerships with Ronald McDonald House, Operation Housefront, American Cancer Society.
- 🎵 Uses EventSpot to showcase cars and set up drives, charity events like polo matches.
- 🎵 4200 members with 196 Ferraris worth \$2 trillion.

The payoff:

"Constant Contact is such a lifesaver as far as time."

Success secret:

"We used to have people send in money. Now it's all linked to a PayPal account. It's so easy and seamless for people."



"We used to have separate email addresses for every event for people to RSVP to. Then we'd have to count that all up. Constant Contact is a one-stop shop."

— David Bartlett, regional director

High Point Swim Club

High Point, North Carolina

www.polarbears swim.org/

- Offers 1,000 swimming lessons a year and has over 100 kids on competitive teams.
- Uses EventSpot for swim teammates, data collection, and registration for events for the older kids.

The payoff:

"Direct mailing is too expensive, which is part of why we found Constant Contact to be useful."

Polar Bear Invitational 2012 Sign Up

Where:
Greensboro Aquatic Center
1921 West Lee Street
Greensboro, NC 27403



When:
Saturday January 7, 2012 at 12:00 PM EST
-to-
Sunday January 8, 2012 at 5:00 PM EST
[Add to my calendar](#)

Age Group Parents,

The annual Polar Bear Invitational (PBI) is around the corner. PBI is the swim meet in January that HPSC hosts. This year we are thrilled to be hosting this meet at the new Greensboro Aquatic Center!

If you have never been to a meet with HPSC before, we strongly encourage you to attend this meet. It will have 25's for 8 & Unders--so is great for even the most novice swimmers.

Date: Saturday and Sunday January 7th and 8th

Time: All 12 & Unders will swim in the afternoon. Warm ups start at 12:00 and the meet will start at 1:00. You should always plan for the meet to run 4 hours. It maybe shorter than 4 hours, but will not be longer than 4. If you have to leave early, we still encourage you to sign up, just alert Chrissy that you will not be there.

Both days: This is a both days. If available interest to attend be meet. If this is important to you, please sign up for both days.

Host: HPSC is the host



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"[Using] EventSpot was born out of the need to have people sign up online and take online payments."

— Aaron Reeves, head coach

LOGO Dynamics

Richmond, Virginia

www.logomd.com

- 🎵 Solopreneur sells promotional products to businesses and offers consulting advice for them.
- 🎵 Believes that events don't have to be tangible to be effective—does many online.
- 🎵 Hosts an annual “Give A Kid A Bear” event to distribute teddy bears to children of soldiers.

Success secret:

“Everybody knows EventSpot is the way to go [for charitable events]... Pick something you believe in and figure out how you can help focus on that charity.”



“If more than five or six people came to my showroom, the fire marshal would be concerned.”

— Matt Davison, owner

Monkey House Concerts

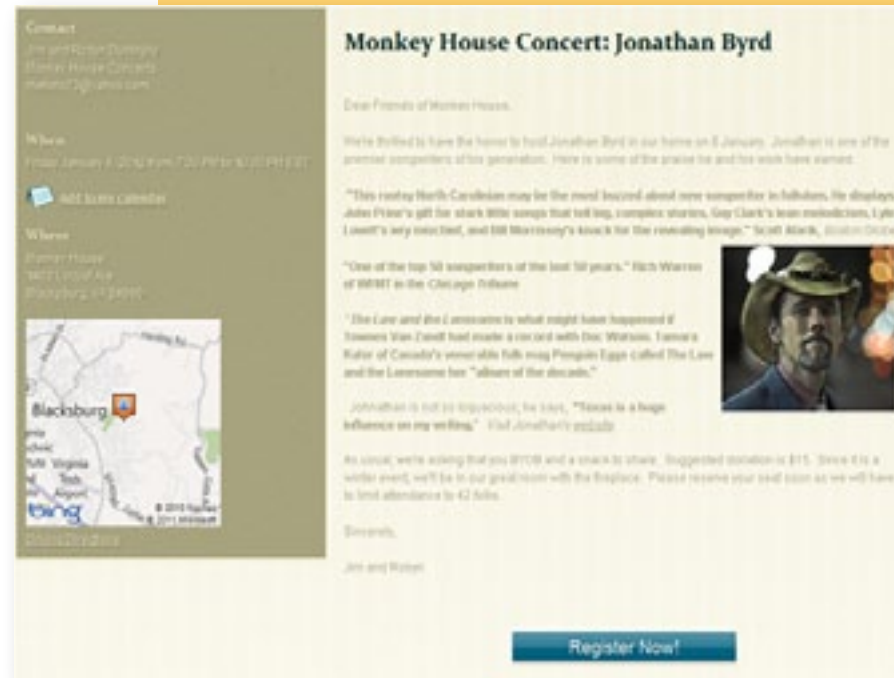
Blacksburg, Virginia

www.monkeyhouseconcerts.net

- 🎵 A house concert series that began in 2009 to “revive a tradition of music in intimate settings that had stopped or slowed down considerably in our community.”
- 🎵 Promotes the idea of house concerts as community instead of a party held in a “ratty, beer-filled basement with loud music and very few people.”
- 🎵 Found Facebook-based promotion limited in options.

The payoff:

“We started with a Facebook page. While it was good for getting the word out to some people, it lacked some key features that Constant Contact has: The ability to maintain contact with registrants; the ability to create a separate event page with its own URL and design choices; the map and the fact that the event page is not “on the web” in the traditional sense. We did not want the event page ‘public.’ We needed to keep some control over who could and would attend.”



“We wanted a dependable resource that would enable us to reach out to many people, maintain a record of who had RSVP’d, and stay in contact with them before, during, and after the events.”

— James Dubinsky, founder



Providence Music Academy

North Dallas, Texas

www.providencemusicacademy.com

- 🎵 In-home music lesson service started by a husband and wife when they were graduate students almost a decade ago.
- 🎵 Uses EventSpot to promote different events, summer camps, and recitals.
- 🎵 Started with eight students, now teach 150 regularly, for a total of 800 through the years.
- 🎵 Only advertise through word-of-mouth, email and event marketing, despite the “commoditization” of in-home lessons.
- 🎵 Used to send teachers to students’ homes with sign-up sheets; parents often too busy to register their kids for lessons.

The payoff:

“We started using EventSpot last year and it’s wonderful. Our employees loved it, our families loved it, we loved it. It made preparing for these very large events very easy.”

Success secret:

Using EventSpot instead of paper forms for registration. It saves time and postage, and boosts response rate.



RETURN



“We got a 90% response rate for our events after turning to EventSpot.”

— Jenn Vermulen, co-founder

Pinot Boutique

Philadelphia, Pennsylvania

www.pinotboutique.com

- Pinot Boutique' asked Constant Contact solution provider/partner Baskelas to revamp their website so that it was easy to register for wine classes and tastings.
- The store used to have to use a cumbersome management system—including a notebook—to sell tickets, update the event, record information.
- With EventSpot, Pinot Boutique can now send updates and reminders, and talk to support if there are any snags.

The payoff:

Pinot Boutique's owner, Dan Soskin, can now focus more on selling, marketing, the event itself, and revenue.

Success secret:

Using the event marketing API (application programming interface) tool to create events through Constant Contact and update schedules and class information, so it ends up directly on a website.



"Thanks to EventSpot, Pinot Boutique's staff is now better able to see and track how many people register."

— Katya Bineva, managing director of Baskelas

The Rock School

Gainesville, Florida

www.therocklions.com

- 🎵 275-student private Christian school, from preschool to Grade 12.
- 🎵 Uses EventSpot for everything from family receptions to canoe trips, all-star games, orientations, and alumni reunions.

The payoff:

"Internet marketing is our second-biggest source for new families, second only to word-of-mouth. It produces 40 to 60 leads a month. We've added 850 leads to our database from families requesting information."

Success secret:

Linking everything event-driven to social media pages.



"I have the check-in app on my iPad. I can just set up my table and check [people] in through that, so I don't have to set up any lists or rosters."

— Jim McKenzie, vice-principal

Safety Center, Inc.

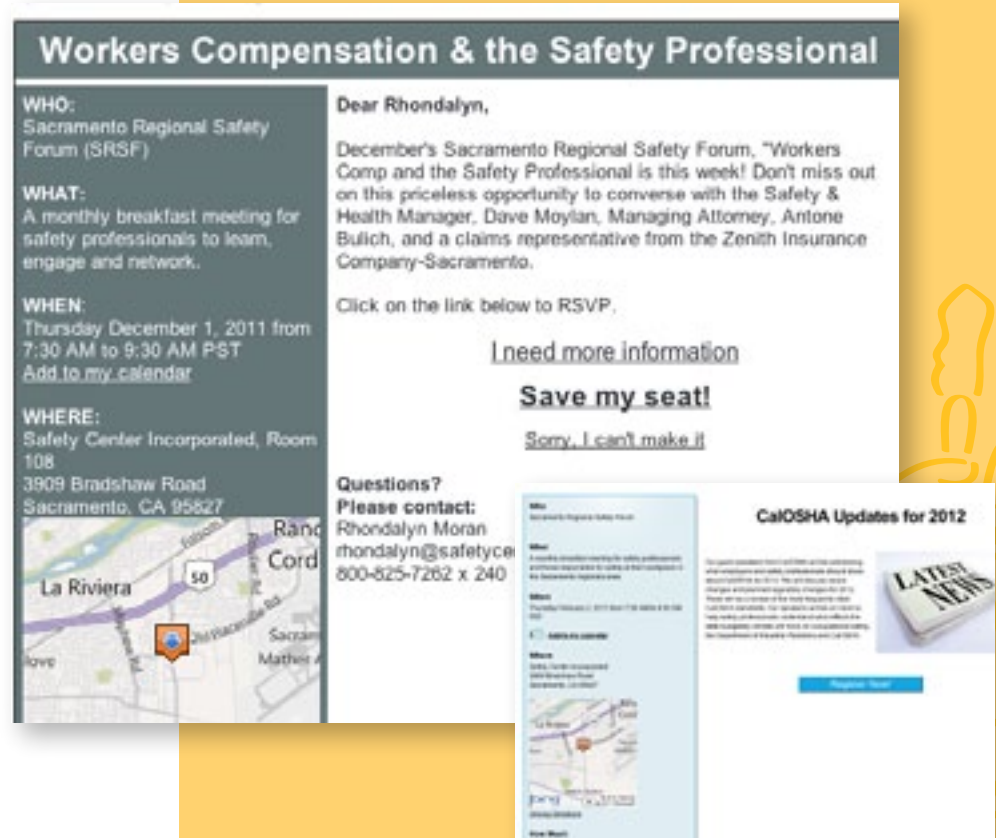
Sacramento, California

www.safetycenter.org

- Nonprofit teaching children, teens and adults about safety topics like first aid, CPR, alcohol and drugs, and OSHA.
- Advertising was done through publications, association calendars, high schools, and social programs.
- They get a professional look with only a one-person marketing staff.

The payoff:

"We used to do paper mailings and they were a major, major chunk of change out of our budget. This way, we're able to do more and keep in touch more often, and we can change things if we need to."



"For the money and the time it takes...it's good for tiny entities to be able to build a bigger presence than what they normally would have been able to do."

— Rhondalyn Moran, sales program staff

Splash Festivals

Norcross, Georgia

www.splashfestivals.com

- Nonprofit organization that sponsors different arts festivals across Georgia.
- Over 60,000 people attend the festivals.
- Now uses Online Survey to record feedback for events instead of paper surveys.

The payoff:

"I thought using [EventSpot and Online Survey] could be kind of cool. And it was. It was great."

Success secret:

Using EventSpot to send custom invitations to more than 180 artists so they can register to exhibit at the festivals.



"Artists will tell me, 'thanks for making it so easy to register.'"

— Cindy Flynn, co-founder

Storywalkers

Davis, California

www.storywalkers.com

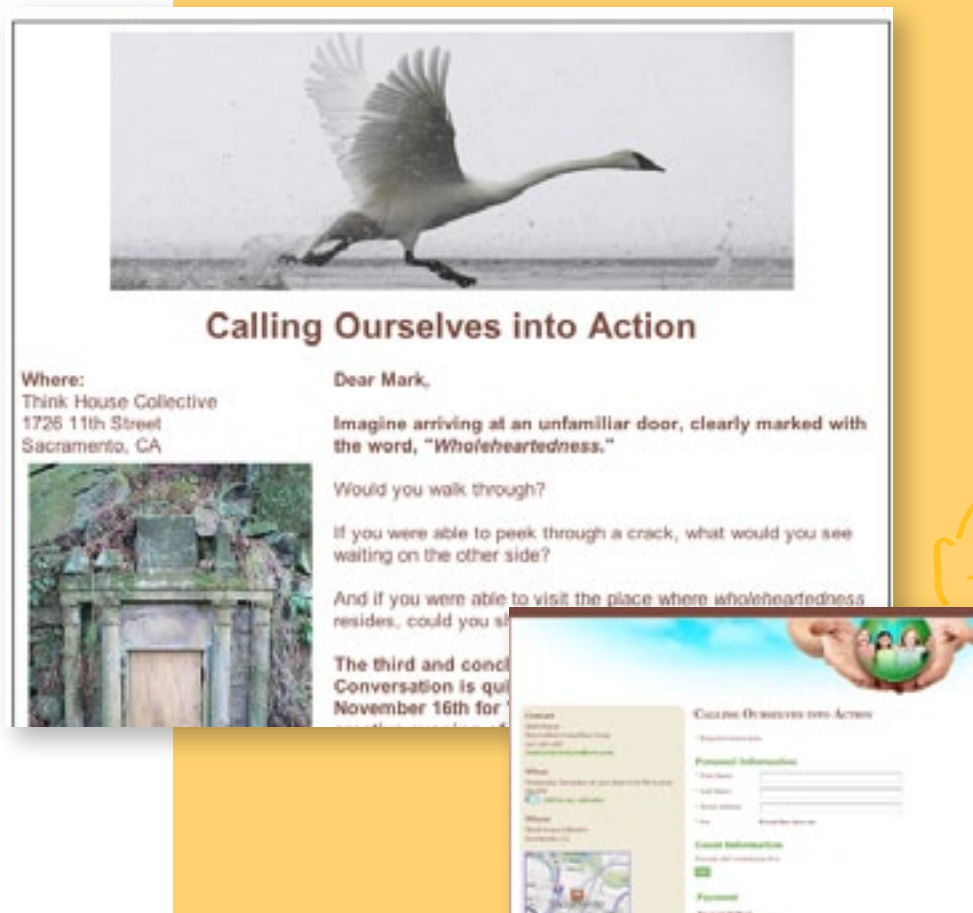
- 🎵 A consulting firm for nonprofits that focuses on strategic planning, grant writing, and facilitation.
- 🎵 Most attendees are nonprofit professionals and others from nonprofit groups.
- 🎵 Relied primarily on word of mouth for six years. Switched to Constant Contact to encourage new clients to come in and learn the value of their services.

The payoff:

"As someone just getting started with workshops, [EventSpot] doesn't only simplify things, it offers a certain level of credibility. [People think] 'wow, this is serious enough that you can register and pay online.'"

Success secret:

Posting events on Facebook and link to the Constant Contact registration pages.



Calling Ourselves into Action

Where:
Think House Collective
1726 11th Street
Sacramento, CA

Dear Mark,

Imagine arriving at an unfamiliar door, clearly marked with the word, "Wholeheartedness."

Would you walk through?

If you were able to peek through a crack, what would you see waiting on the other side?

And if you were able to visit the place where wholeheartedness resides, could you stay?

The third and concluding Conversation is scheduled for November 16th for...

Calling Ourselves into Action

Personal Information

First Name:

Last Name:

Phone:

Email:

Event Information

Event Name:

Event Date:

Payment

Payment Method:

"The events showcase what I do. The workshops have generated a lot of potential new work from people who have become interested as a result of the seminars."

— Mark Simon, Principal Consultant



Wellesley Education Foundation

Wellesley, Massachusetts

www.wellesleyeducationfoundation.org/

- Since 1984, the foundation has raised \$1.25 million via fundraisers to supplement spending in local schools.
- Uses EventSpot to promote their biggest, most fun fundraiser, the annual Wellesley Spelling Bee, where people all over town, including firefighters, small businesses and students, compete.
- The Red Apple Campaign fundraiser allows people to nominate teachers through donations.
- A drive to collect emails in a raffle to award an iPad to a teacher resulted in 350 email addresses in the first wave.

The payoff:

"Sponsorship is up . . . I think people find it much more preferable to donate online than return a paper form."

Success secret:

Using EventSpot instead of paper forms for registration. It saves time and postage, and boosts response rate.

"Constant contact is a whole lot cheaper than trying to print or create a published piece to send out as a marketing tool."

— Annie Cohen, co-vice president

Western Energy Control Solutions

San Diego, California

www.westernecs.com

- Manufacturing representative of client products, specializing in light – anything from light fixtures to light control.
- Works with electrical distributors and electricians alike.
- Used to get six to 10 people attending educational classes and other training. Now using Constant Contact, attendance averages around 20 to 25 people.
- Peers in industry, clients, everyone noticed the change right away and started going to educational presentations on Constant Contact themselves.

The payoff:

*"Our attendance for our events more than doubled because of the use of email marketing . . . **We saw roughly a 30% increase in sales because of this attendance growth.**"*

Success secret:

"The Constant Contact Boot Camp got me spun up on how to collect data and names. The rest I kind of stumbled through... started with stick figures and went from there. All the tools you need are right in the program."

The screenshot shows a registration form for an event titled "Desert Lutron B.L.A.S.T. | Basic Lighting And Shade Control Training". On the left, there is a sidebar with event details: "Contact" (Javier Salgado, Western Energy Control Solutions and Lutron, 951-343-9571, www.westernecs.com), "When" (Tuesday, January 10, 2012 from 9:00 AM to 3:00 PM PST, with an "Add to my calendar" button), and "Where" (Homewood Suites by Hilton, 30800 Cook Street, Palm Desert, CA 92211, with a map and "Get Directions" link). The main form area is titled "Desert Lutron B.L.A.S.T. | Basic Lighting And Shade Control Training" and includes a "Required information" section with fields for "First Name", "Last Name", "Email Address", and "Company Name", followed by a checkbox for "Do you have any special dietary needs (vegetarian, etc)". Below this is a "Guest Information" section with a note "You may add a maximum of 10" and a "+1" button. At the bottom right are "Register" and "Close Window" buttons.

"Constant Contact really took our business to the next level and allowed our company to expand into Los Angeles... because of the ability to point and click to get in touch with 2300 people in less than an hour."

— Jimm Reifsnyder, principal



Wild Rumpus Books

Minneapolis, Minnesota

www.wildrumpusbooks.com

- 📞 Children's bookstore open since 1992, where live chickens wander the floor alongside manx cats, ferrets, a chinchilla, a tarantula, an African lizard named Spike, fish, birds, and even rats.
- 📞 Has 15,000 addresses on their mailing list, making it expensive and time-consuming to communicate with customers.
- 📞 Offering tickets over the phone resulted in jamming the store's one phone line, overtime pay for employees, and frustration all around.
- 📞 Uses EventSpot for events that require limited attendance.

The payoff:

"Fewer and fewer people are reading newspapers. Constant Contact allows us to send a message directly to people who we know are interested in hearing about it, rather than using the scattergun approach of most print advertising. Plus we can get so much more information in an email than a small ad."

Success secret:

Linking everything event-driven to social media pages.



"We tried Evite which couldn't handle our need to limit the number of guests per person—which we didn't find out till part way through the exercise. A total nightmare! Also, you can't really 'brand' Evite and so it looks kind of cheap."

— Felicity Britton, communications specialist



Winter Park Harvest Festival

Winter Park, Florida

www.winterparkharvestfestival.com

- 🎵 Annual park that features local foods from all over South Florida area.
- 🎵 Initially estimated 1,000 attendees for first event last year, wound up with 3,000 and attributes success to EventSpot.
- 🎵 Shooting for 5,000 for the second year with just a \$4,000 budget.

The payoff:

"Constant Contact "lets us host a 5,000 person event with a staff of 3."


Success secret:

Expecting 1,000 people and had 3,000 due to our use of Constant Contact and social media.



"The online payment was so seamless, because we got all the stuff we appreciated with the flexibility of PayPal."

— John Rife, organizer/founder



You've made it to the end of
this book—but we've got more
rocking event resources for you!

Share this book with your colleagues.

Give us a call any time: **1-855-816-6508**

Schedule an appointment for an
Event Coach to call you:

Schedule a time to chat.

Learn more:

ConstantContact.com/EventSpot

